

TITLE PAGE.

"WILD GAME" ✓

A Photoplay in 2 reels ✓

©CIL 20570 ✓

SEP 15 1924 ✓

Directed by Norman Taurog. ✓

Author of Photoplay SULTAN COMEDIES INC. U S A. ✓

SEP 15 1924
P R E S S S H E E T

MERMAID COMEDIES



With

Lige Conley

©CIL 20570

Directed by Norman Taurog



EDUCATIONAL FILM EXCHANGES, Inc.

MADE IN U. S. A.

888

LIONS AND CANNIBALS ADD PUNCH TO EVERY SCENE IN "WILD GAME"

Lige Conley's Latest Crammed With Fast and Furious Speed, Fun and Action

Every time the director shouts "Action! Camera!" on a Mermaid Comedy you can be mighty sure of one thing, and that is that there's going to be ACTION!

"Wild Game," with Lige Conley and the rest of the Mermaid Comedy talent, is crammed with fast and furious action. The Mermaid laugh-makers usually get speed and comedy out of any situation, but can you imagine the riot they stage when the scene of action is wildest Africa with roaring lions and wild men and women putting a punch in every scene?

Otto Fries, Ruth Hiatt, Peg O'Neill, Jack Lloyd and "Moonlight," the funny son of the sunny South, all have big parts in support of Conley. Norman Taurog, who has turned out some of the most successful Mermaids, was behind the megaphone, and the result is a comedy that will prove a howling riot in any house. It's full of the stuff that sets the crowd roaring with laughter.

The Story

A mighty explorer and his sunburnt valet suddenly find themselves surrounded by cannibals whose argument seems to be whether they will have the pair fricaseed or roasted. They can't settle the question, so King Tobasco orders the two into cold storage until the cooks agree.

The explorer finds a scientist and his daughter also in the hoos-gow, also slated for the kettle. The explorer saves the lives of himself and his fellow prisoners by the simple expedient of setting fire to the straw hut.

When King Tobasco opens the floodgates to drown out the fire, our party is swept out to sea, and then they find themselves in the land of Abdul Bey Rum and his son, the Sheik of Badjag. They are escorted to the palace to let the rulers give them the once-over. Once is enough for the Sheik, who tells his daddy to put them all in irons except the girl. He's going to make her his sweet mamma.

But the explorer has more nerve than judgment, and gives the Sheik an argument with a sword. They battle all over the place. The explorer and his valet back through a door into a lion's boudoir. The lion playfully knocks them through the door again and comes out into the throne room himself, just as the Sultan and the Sheik are congratulating themselves on how well they feed their pets.

The lion chases the entire party into another room, but the explorer and his valet get their second wind and save them all by knocking the lion for a loop and getting a knockout decision over the Sultan and his son.



LIGE CONLEY IN EDUCATIONAL MERMAID COMEDIES

For Electro Order No. 3337-E
For Mat (Free) Order No. 3337-M

WHAT OTHERS SAY About Recent Mermaid Comedies

"Wide Open — (Educational-Mermaid) with Lige Conley. These comedies are the cream of the comedy field and are worth the money they ask for them."

M. G. Kirkman, Strand Theatre, Hays, Kans. (Moving Picture World)

WHO'S WHO in "Wild Game"

A Mighty Explorer.....LIGE CONLEY
His Valet.....Spencer Bell
A Scientist.....Jack Lloyd
His Daughter.....Ruth Hiatt
The Sheik of Badjag.....Otto Fries
Abdul Bey Rum.....Frank Alexander
His Daughter.....Peg O'Neill
Directed by Norman Taurog

EXPLOITATION

No mere passing mention is sufficient in advertising such a picture as "Wild Game"—for the Showman who wants to make money out of all his pictures and who is out to give his Short Subjects a chance to pay at the box-office.

"Wild Game" is a real quality production. It is a fast-action comedy full of laughs and thrills and many tense moments. And it is a picture with a story, with fine comedy acting, and with elaborate settings as a background for the high-speed fun with which it abounds.

Such an added attraction as this calls for adequate exploitation, for posters, lobby displays and newspaper advertising, as well as for the proper use of slides. Take advantage of the fine array of helps provided by Educational on this comedy and see how it will pull at the box-office.

PARAGRAPHS For Your Program

A great added attraction—"Wild Game," a high speed two-reel comedy with Lige Conley.

From cannibals to man eating lions! See Lige Conley in "Wild Game," a mile-a-minute Mermaid Comedy that will give you lots of thrills as well as laughs.

When the cannibals quarrel over the menu Lige Conley outwits them, but only to find himself in a den of lions, in the Mermaid Comedy "Wild Game," one of the fastest two-reel laugh provokers that has come to the Theatre in many months.

The high speed boy of comedy, Lige Conley, in a two-reel Mermaid Comedy that will make you admire his nerve and laugh at his antics. "Wild Game," with cannibals and lions and a hundred laughs, will send you home happy.

"WILD GAME" BIG LAUGH HIT WITH CONLEY AT BAT

Lions Give Many Thrills in High-Speed Mermaid Comedy

(Newspaper review for use after showing of picture)

Among the comedians of the screen who seem destined for great things, none has a brighter outlook than Lige Conley, the high-speed boy of the Mermaid Comedies. His work in "Wild Game," the two-reel laugh provoker on the program at the Theatre, takes him another big step up the ladder.

Conley has always been known for his daring courage. Nothing seems to daunt him when it will add laughs or thrills to a comedy in which he appears. In "Wild Game" Lige plays with alligators and lions as though they might be kittens. And every stunt is a real laugh.

"Wild Game," which was directed by Norman Taurog, shows Conley as a great explorer, accompanied by a dusky valet, who finds himself first in the midst of a lot of cannibals, from whom he escapes while they argue over the menu, only to land in the midst of the family of an unfriendly sheik, who tries to feed him to the lions.

Supported by a splendid comedy cast, including Spencer Bell ("Moonlight") as the valet, Ruth Hiatt, Peg O'Neill, Otto Fries and Jack Lloyd, Conley gives a fine performance, and this Educational-Mermaid Comedy provides far more than the average number of laughs and thrills.

NIGHTMARES ARE WORSE THAN LIONS

(Prepared as advance publicity story)

Do you think it would give you the heebie-geebies to have to work all day in a cage with a lot of lions? Well, just listen to what Lige Conley has to say after letting a big lion playfully knock his hat off his head several times for the entertainment and amusement of the picture-going public in the Educational-Mermaid Comedy, "Wild Game," which will be shown at the Theatre.

"I have worked in a number of pictures in which lions have been used," says Lige, "but it never ceases to be a strenuous and trying piece of work. While an actor is on the set with the big beasts, he can steel his nerves, but the hardest part of it all comes at the end of the day, when the work is over and he lets his nerves relax. Many times I have awakened in the middle of the night, startled by some

BIG PROGRESS IN FILM COMEDY RIVALS SHOWING OF FEATURES

Elaborate Productions of Today Typified in "Wild Game"

(Prepared as advance publicity story)

The great progress made in the production of fast-action film comedies, the modern successor of the old slapstick comic, in the last few years—a progress that has more than kept pace with the advance in the longer feature pictures—is typified in "Wild Game," the first of a new series of Mermaid Comedies being released by Educational Film Exchanges, Inc., which will be shown at the Theatre.

Lige Conley, featured in many of the Mermaid Comedies of the last two years, and now one of the most popular comedians on the American screen, has the principal part, depicting the adventures of an explorer and his dusky valet in their wanderings from the cannibal islands to the land of wicked Sheiks. He is supported by a cast of comedy favorites whose names have become well known to all lovers of film comedy in the last few years, including Otto Fries, Ruth Hiatt, Peg O'Neill, 400-pound Frank Alexander and Spencer Bell, otherwise known as "Moonlight."

In making this picture Director Norman Taurog first took his whole comedy company to a Southern California ranch, where a big cannibal village was erected, in which the first part of the story takes place. After the big scene in which the whole cannibal village is wiped out the company returned to the Fine Arts Studio in Hollywood, where an elaborate set had been erected representing an Oriental palace, in which another important sequence of scenes takes place. And then came the lions from the famous Gay Lion Farm to add the final punch, for the modern fast-action comedy must contain not only laughs and lots of action, but plenty of thrills as well.

"The public is just as much interested in seeing good comedies as it is in having good features on the screen," said E. W. Hammons, president of Educational, which is the biggest organization distributing comedies and other Short Subjects exclusively. "The cheap and simple picture that could be turned out in a couple of days will no longer do. Each comedy must now be an elaborate production, carefully prepared and painstakingly produced. Modern motion picture comedies are going forward at a rate that will be hard for the feature producers to beat."



LIGE CONLEY
In a Scene from
"WILD GAME"

For Electro Order No. 3338-E
For Mat (Free) Order No. 3338-M

RUTH HIATT JOINS MERMAID PLAYERS

(Prepared as advance publicity story)

Ruth Hiatt, beautiful leading lady with Lloyd Hamilton in so many of his comedies in the last year, has joined the Mermaid Comedy company and will be seen in "Wild Game," the first of a new series of these high speed two-reel laugh makers at the Theatre.

terrible dream in which I saw more lions coming at me than there are in all the African jungles put together."

Much of the work done by picture companies with lions is done at night, to minimize the danger to the many workers about the studios during the day and to eliminate as far as possible all excitement that might tend to annoy or frighten the big beasts and make them unruly and dangerous.

MERMAID COMEDIES AND LIGE CONLEY WINNERS; GET BEHIND THEM BOTH WITH YOUR ADVERTISING

Lige Conley is one of the real "comers" in the comedy field, a comedy performer whose name is becoming more and more important with every picture in which he appears.

"Wild Game" is one of the fastest and funniest pictures ever made under the famous Mermaid brand, and one of the best subjects in which this clever young star has appeared. The combination is one which is sure to be a winner as entertainment on your program, and which will also be a winner at the box-office, if you exploit it.

Advertising of comedies and other Short Subjects by exhibitors everywhere has been going forward at a great pace in the last season, and the showman who makes money in the future more than ever before is

going to be that one who gives the proper exploitation to his entire program, feature, comedy and other units.

The excellent entertainment qualities of Mermaid Comedies are known to every exhibitor. They have been winners from the very first release. And the Showman who advertises Lige Conley is picking another winner.

In addition to an adequate supply of posters, lobby cards, slides, etc., Educational also furnishes advertising cuts and mats on every two-reel comedy for your use in newspaper advertising. The little cuts below will be a big help to you in announcing this comedy in your newspaper space. The mats are free. Ask your exchange for them.



One Column by One Inch "Ad" Cut
For Electro Order No. 3339-E
For Mat (Free) Order No. 3339-M



Two Column by One and One Half Inch "Ad" Cut
For Electro Order No. 3340-E
For Mat (Free) Order No. 3340-M

For Three Column Cut on Page One Order
Electro No. 3341-E Mat (Free) No. 3341-M

ACCESSORIES

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Hand Colored Slides

Four Color One Sheets Four Color Three Sheets

Duo Tint 11 x 14 Lobby Cards
(Eight cards to set)

Black and White 8 x 10 Photos
(Ten Photos to set)

One Column Newspaper Publicity Cuts and Mats
One Column Star Cuts and Mats

One Column, One Inch, Newspaper "Ad" Cuts
and Mats

Two Column, One and One Half Inch "Ad" Cuts
and Mats

Three Column, Six Inch, "Ad" Cuts and Mats
(Mats Free)

And the Fullest Cooperation from Your Exchange
(Cuts and mats must be ordered by number)

CATCHLINES

For Newspaper "Ads"

Lige Conley, one of the real "comers" of film comedy, in a fast and furious two-reel comedy with alligators, lions, cannibals and many laughs—the Educational-Mermaid Comedy "Wild Game."

* * *

From cannibals to lions. See Lige Conley in the Mermaid Comedy "Wild Game," and get a hundred thrills with your laughs.

* * *

The high-speed boy of comedy, Lige Conley, in "Wild Game," a two-reel Mermaid Comedy that breaks the record for laughs and thrills as well as speed.

* * *

Lige Conley and the Mermaid Comedians will send you home happy if you see them in "Wild Game."

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